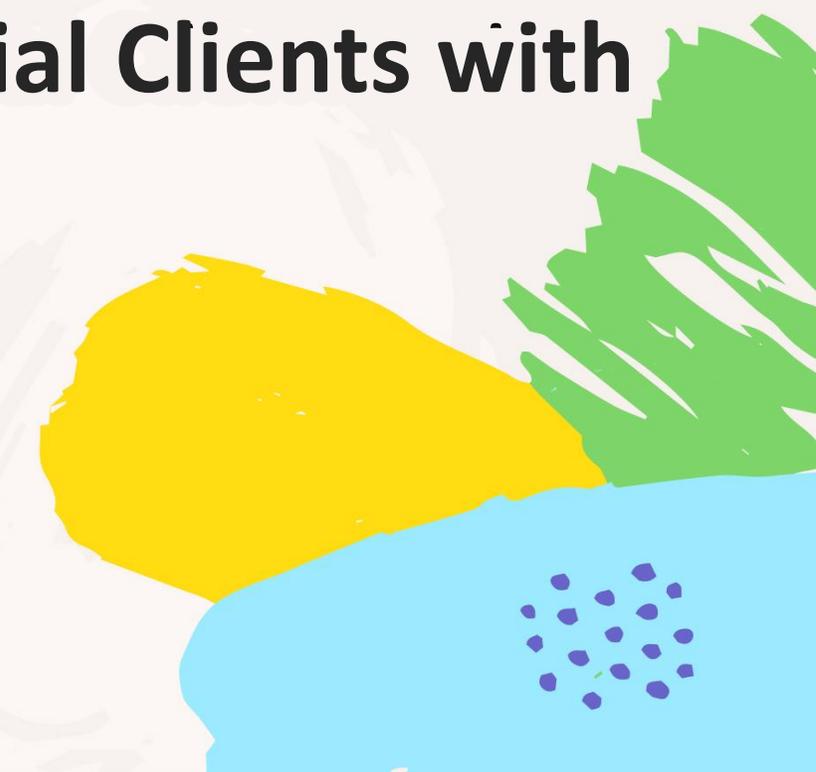




Vpon

**Secret to Brand Success –  
Reaching Potential Clients with  
Data**



# Background

Being a global F&B brand with unique corporate image, our Client has previously used humorous advertisements to impress their target audience and created significant brand awareness to earn customer loyalty. Yet, our Client wanted a breakthrough in marketing strategy to reach more potential audience in the highly competitive market.

Vpon, as an expert in data application and consultation, helped our Client reach potential customers with better click-through-rate through precise data and audience segment analysis based on existing data and tools.

# Challenge

## 1. Wastage of Marketing Resources

Traditional marketing strategies leading to wastage

Audience segment targeting in existing ad platforms is too general that fails to reach specific products or alike categories, and customers showing interest or engaging in specific channels. Traditional approaches predict audience profile based on hypothetical and sampling market research for online ad delivery and product marketing decisions, which resulted in investment wastage.

# Challenge

## 2.

# Performance Quantification Issue

How to promote its value in the era of quantify marketing

Unlike performance campaign having quantified indicator such as download rate; branding campaign is often being challenged on its ROI. While branding campaign aims to promote brand awareness, how could its result be quantified?

## Challenge + Goal

**Wastage of  
Marketing  
Resources**

**Performance  
Quantification  
Issue**

**How to Utilize Marketing  
Resources to Reach More  
Potential Audience to  
Maximize its Value**



# Strategy

Sub-strategy

## Main Strategy

Utilizing "data" to identify and reach the most relevant audience segment

Packaging + Extension

Strengthening ad message delivery



# How to Do

# How to Do

## Leveraging Data to Support

Wastage of Marketing Resources



Utilize Marketing Resources

- 1 Define core source of target customer
- 2 Capture audience precisely by user behavioral data
- 3 Deliver brand message

Performance Quantification Issue



Promote its Value

- 4 Integrate data for cross-platform ad delivery
- 5 PDCA continuous optimization
- 6 Proving data effectiveness and its value

# (1) Define Core Source of Target Customer



## WHO?

Who is the audience most likely to purchase our products?

Instead of using users' profile to narrow the group of audience

## Utilizing "Data" to Reach Core Consumption Segment

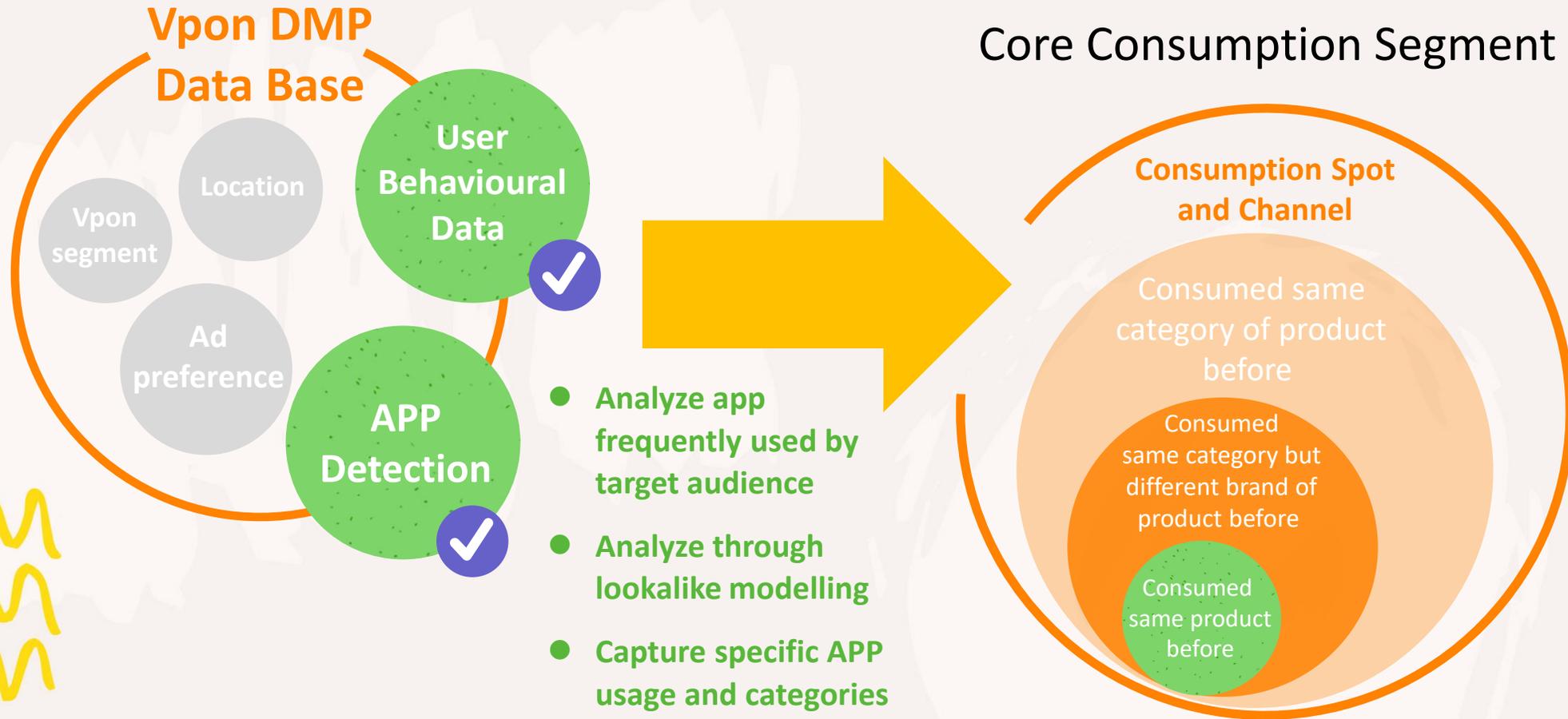


People have bought the same category of products

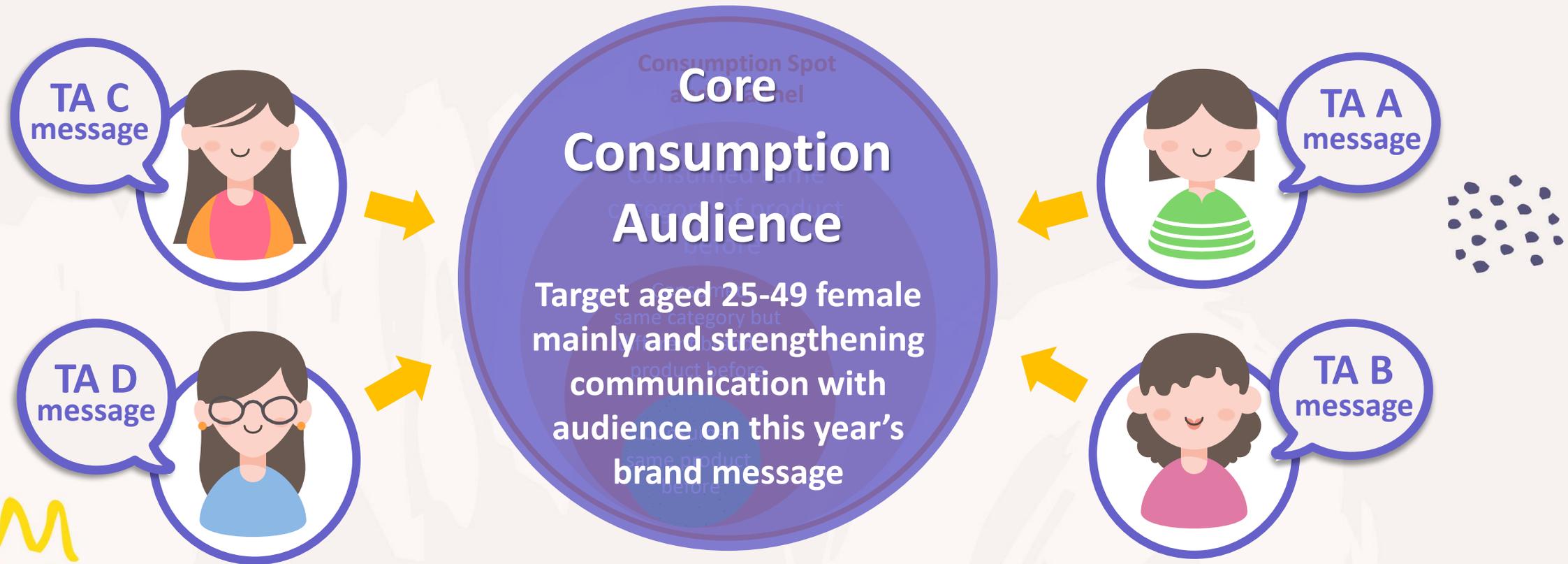
People have bought the product before in certain channels

## (2) Capture Audience Precisely by User Behavioral Data

Data helps you find the right person!

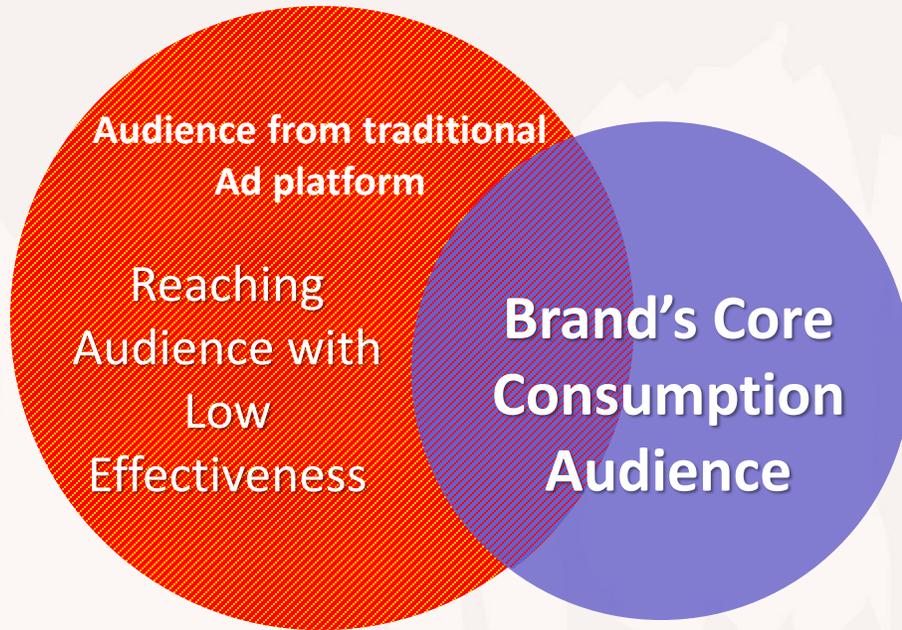


### (3) Deliver Brand Message to Core Audience



Deliver **different** brand messages  
to **different** target audience

# (4) Integrate Data for Cross-platform Ad Delivery



Reaching more target audience precisely through Vpon's data



Reaching all-round core target audience

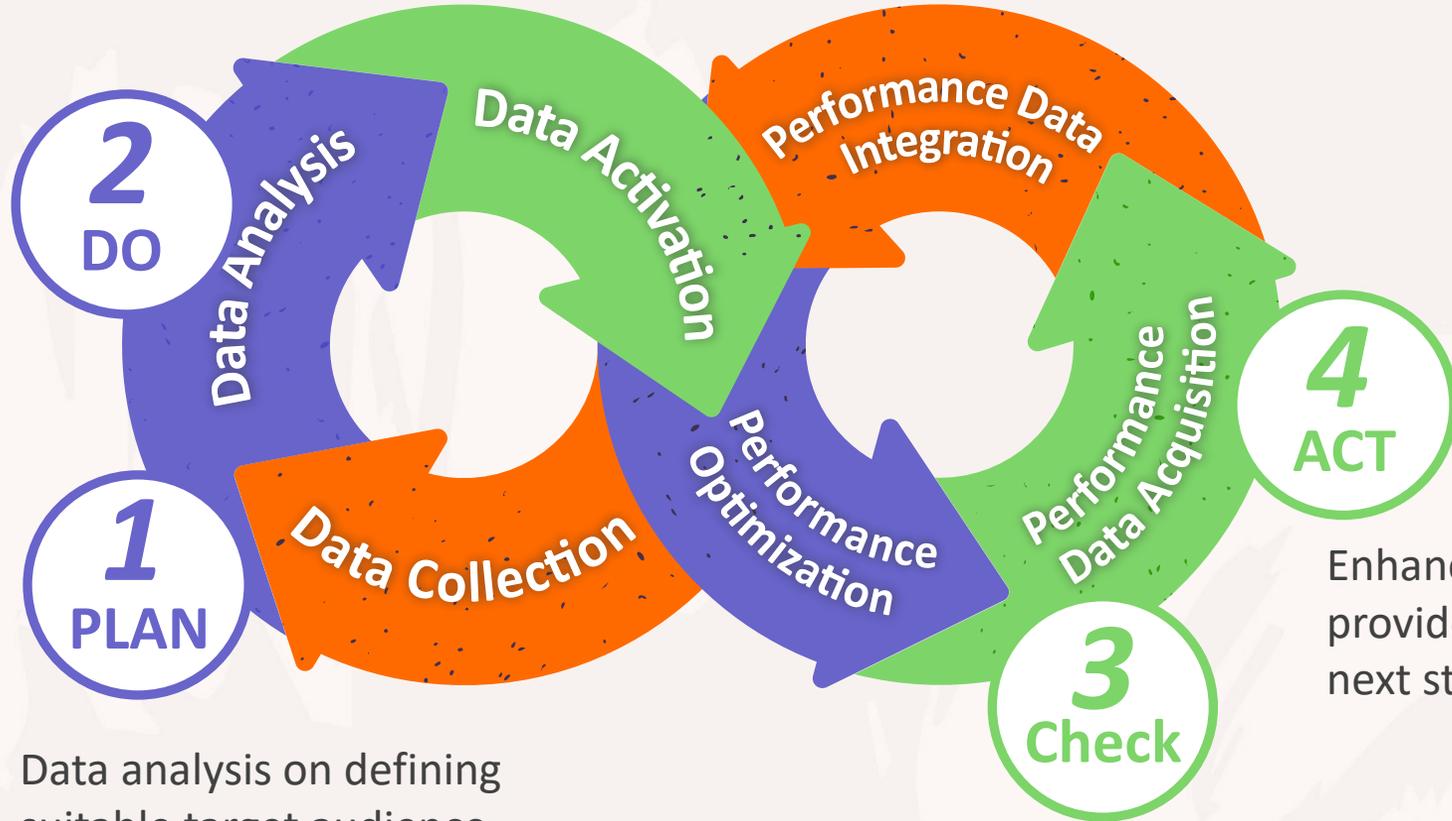


Brand's core customers x Cross-platform operation x Excluding duplicated strategies



# (5) PDCA Continuous Optimization

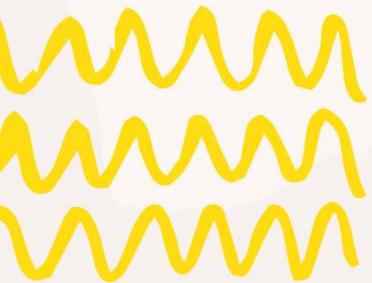
Data collection and marketing activities execution



Data analysis on defining suitable target audience

Data analysis on verification of marketing effectiveness and take corrective actions

Enhance continuously and provide suggestions for the next stage

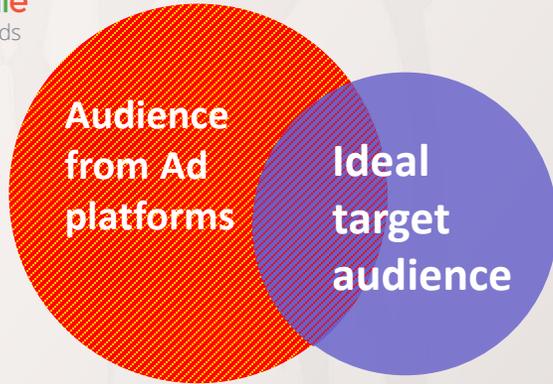


# (6) Proving Data Effectiveness and its Value

## Normal

Client's budget allocation

100% Advertising



- (1) Cannot target audience precisely on ad platforms
- (2) Difficult to verify effectiveness on brand promotion

## Now

Client's budget allocation

90% Advertising

10% Data input

Brand's core customers x Cross-platform strategic operation



- (1) Reach all-round ideal target audience
- (2) Effectiveness can be quantified and verified among multiple platforms

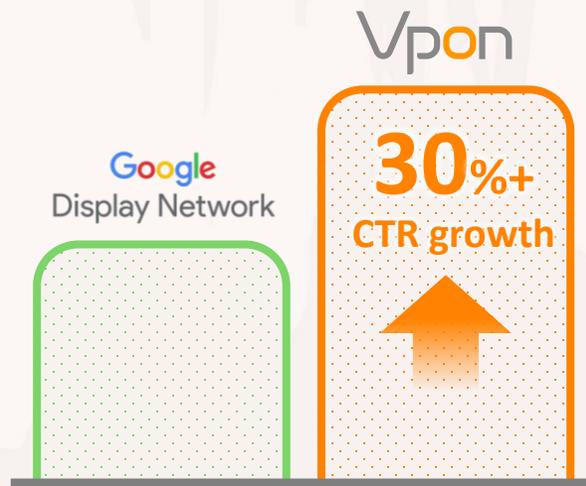
### Key Points & Difference

- Data as the key for solutions
- Tackle previous challenge on precise audience targeting
- Input of actionable data brings about relative synergistic effect

## (6) Proving Data Effectiveness and its Value

**10% Data Budget, Improved 120% Marketing Performance**

ROI is not only for result-oriented clients,  
value can also be quantified for brands



1. CTR increased **30%** more than that of mainstream ad platforms using audience segment
2. Created almost **120%** growth of investment return

# Effective Integration of Ad and Data

Brands can create a breakthrough on their performance

# Benefits

- Target existing customers while reaching potential audience with data

Define characteristics of target audience in detail by utilizing data attributes and coverage from Vpon's database to analyze potential audience's profile. As a result, marketing resources can be fully utilized.

- Data integration and accumulation

Integration of multiple ad platforms allows data to be accumulated and enriched from each activity to enhance accuracy for future analysis.

- Maximize campaign value with data

Collect accurate data, select important indicators, and then create awareness to evaluate and optimize performance continuously so as to maximize the overall value of marketing campaign.



Partnership  
[partnership@vpon.com](mailto:partnership@vpon.com)

Enquiry  
[sales.tw@vpon.com](mailto:sales.tw@vpon.com)

Marketing  
[marketing@vpon.com](mailto:marketing@vpon.com)

**Facebook**



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[www.vpon.com](http://www.vpon.com)